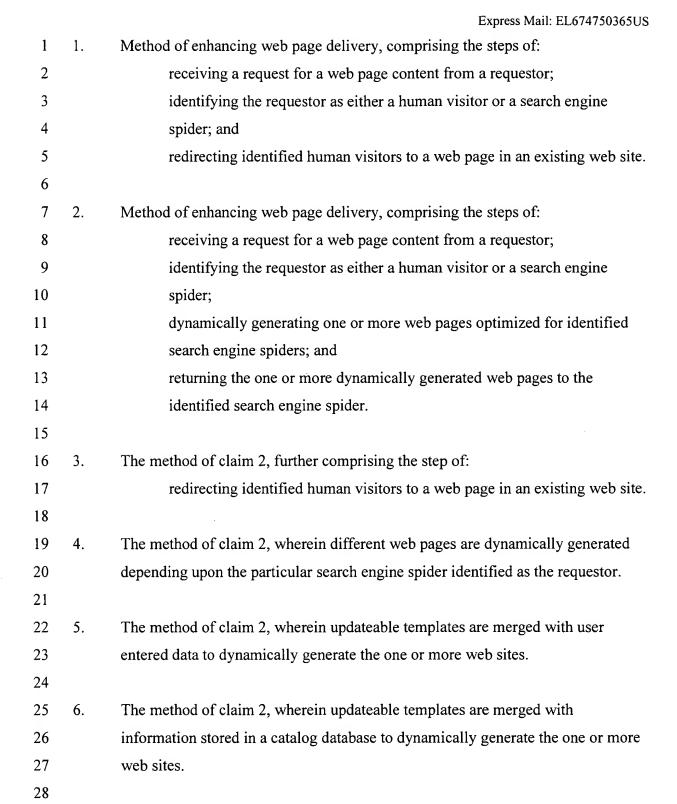
ļuš.



Express Mail: EL674750365US

1	7.	The method of claims 1 or 3, wherein the request for a web page content is
2		received via a Uniform Resource Locator (URL) link published or stored in the
3		Internet.
4		
5.	8.	The method of claim 7, wherein the URL link includes banner advertisements.
6		
7	9.	The method of claim 7, wherein the URL link includes affiliate links.
8		
9	10.	The method of claim 7, wherein the URL link includes e-mail campaigns.
10		
11	11.	The method of claim 3, wherein the redirecting is accomplished via a redirect
12		URL.
13		
14	12.	The method of claim 11, further comprising the step of:
15		updating in real time the redirect URL without affecting the existing URL.
16		
17	13.	The method of claims 1 or 3, further comprising the step of:
18		logging for later reporting and dissemination all requests and actions
19		taken.
20		
21	14.	The method of claims 13, further comprising the steps of:
22		identifying the source link from which a human visitor requests a web
23		page content; and
24		tracking via use of redirection with an IMAGE tag the human visitor
25		across a plurality of web pages.
26		
27	15.	The method of claim 14, whereby tracking occurs across multiple domains.
28		
29	16.	The method of claim 14, further including the step of:

		Express Mail: EL6/4/30365US
1		supplementing with additional dynamic code around the IMAGE tag in
2		order to ensure that every request for the IMAGE is unique and to avoid
3		caching the IMAGE data, thereby forcing each request to be processed
4		uniquely.
5		
6	17.	The method of claim 14, further including the step of:
7		logging additional information including an email address to which a link
8		was redirected, a referror URL and all information stored there.
9		
10	18.	The method of claim 14, further including the step of:
11		logging additional information including the value of a any transactions
12		occurring during a human visitor's visit on a web page, a referror URL and
13		all information stored there.
14		
15	19.	The method of claim 11, further comprising the step of:
16		automatically changing the redirect URL based on real time state
17		information which can be influenced by the interaction of other requestors
18		of web page content.
19		
20	20.	The method of claim 13, wherein a redirect URL includes information regarding
21		the source of web traffic being logged.
22		
23	21.	Apparatus for enhanced web page delivery, comprising:
24		a web server adapted to receive a request for web page content from a
25		requestor; and
26		a control engine operating on the web server, the control engine adapted to
27		execute the process steps of (i) identifying the requestor as a human visitor
28		or a search engine spider, (ii) redirecting identified human visitors to a
29		selected web site via a redirect URL, and (iii) dynamically generating one

## Express Mail: EL674750365US

1		or more web pages optimized for identified search engine spiders.
2		
3	22.	Computer-executable process steps stored on a computer-readable medium, the
4		computer-executable process steps to enhance web page delivery, the computer-
5		executable process steps comprising:
6		code to receive a request for web page content from a requestor;
7		code for identifying the requestor as a human visitor or a search engine spider;
8		code for redirecting identified human visitors to a selected web site via a redirect
9		URL; and
10		code for dynamically generating one or more web pages optimized for identified
11		search engine spiders.